

## WORLD TRAVEL MARKET London, 08-11 November

On the eve of its 25th anniversary, WTM 2004 reached record visitor numbers with an increase of 2% in trade and press visitors. The superb attendance was matched by the size of the exhibition with more than 5,000 exhibitors taking stands. Dedicated to the travel trade and press it is arguably the most important trade forum of its kind.

At the booth, Hawaii Tourism Europe was supported by representatives of the Island Chapters of Big Island, Kaua'i and Maui as well as Connoisseur, Hilton Resorts Hawaii, HTH, Kaanapali Beach Hotel, Kapalua Villas, Waikiki Beach Comber and Sun Islands.

Frank Haas of the Hawaii Tourism Authority and Sandra Kuhlmann discussed future focus and promotions with over 60 trade and press appointments. The feedback was phenomenal; partner tour operators reported strong growth numbers for Hawaii for 2004 and put forward cooperative marketing programmes to further increase sales for 2005.



A number of operators have decided to take their substantial sales to Hawaii to the next level by creating stand-alone brochures.

During the show, Hawai'i hosted a lunch reception for over 50 trade and media guests at the stand where existing partnerships were nurtured and new opportunities created.

An intimate dinner with some of Hawaii's top UK tour operators as well as key media and brand partners gave the rare opportunity of insight and cross-marketing discussions.



All eyes are now on the forthcoming US Tourism Campaign, due to launch on 18 December, which is expected to drive even greater consumer interest to North American and Hawaiian shores... more about this in our December issue!

## Hawaii Advertising in Airport Magazine "imotion"

The Cologne/Bonn airport in Germany launched a new magazine called "imotion", reaching an estimated circulation of 250.000. The first edition was widely dedicated to Hawaii, with various articles showcasing the Aloha islands as destination where dreams come true for the sunbather as well as for the active traveler. The total PR Value of the Hawaii special was a 190,320 USD.



## Hawaii Supplement in Britain's leading weekly trade publication

Friday, 22 October was Hawaii day! A special Hawaii supplement featured in Britain's leading weekly trade publication and reached the desks of over 23,000 travel agents and tour operators in Britain & Ireland.

The supplement boasted 20 pages filled with essential information and exciting ideas as well as dedicated advertising from 7 top tour operators who did not want to miss out on the opportunity.

These kind of supplements are very popular with the trade as a reliable piece of

reference and inspiration ready to hand when needed and were hot property at WTM for retail agents.



## Hawaii feature in Germany's top national newspaper FAZ

As a result of the NCL press fam, an extensive Hawaii coverage was published in Frankfurter Allgemeine Zeitung, one of the two German top national daily newspapers, having a circulation of 480,300. The article informed about the highlights of all major islands and showcased Hawaii as a tropical dream destination with a unique culture and lifestyle. The total PR-Value of the coverage equals a 75,148 USD.



## Ironman TV Coverage on ARD

The German public TV station ARD broadcasted live coverage from the Ironman Triathlon on the Big Island. Reports on the sports event with some features on the island were shown four times at prime time, on Sunday evening. The Ironman live broadcast reached a total viewership of 8.31 million, the total PR-Value was a 23,680,000 USD.

## European Hawaii NCL Trade Fam

Hawaii and NCL invited nine European wholesalers from Germany, Switzerland, Austria and Belgium to a nine-day fam trip on the "Pride of Aloha", with a pre-fam on Oahu. Highlights of the tour were Big



Island's lava flow at night, Kauai's Na Pali Coast, a helicopter flight over West Maui and Molokai and Oahu's North Shore. The cruise and group specialists stated that travelling on the

Pride of Aloha is a perfectly comfortable way to visit all four major islands – and already confirmed extension of their Hawaii program. Many thanks to the Island Chapters and the sponsors for their great support.

## NCL Group Press Fam

10 top media attended the NCL / Hawaii Tourism Europe Press fam from October 22 until November 2, amongst them leading national newspapers, glossy magazines as well as travel trade publications from Germany, Austria and Switzerland. HTE arranged a 3-days program prior and after the actual cruise on



Oahu and was also responsible for the on shore excursions during the cruise on Kauai, Big Island and Maui. Overall, the media trip was very successful and will create great coverage for Hawaii!



## United Vacations FamTrip

United Vacations and Hawaii Tourism ran a joint fam trip from 12-18 October for representatives of United Vacation's top 10 independent travel agents which took the group to Oahu and Kauai on a very varied and informative itinerary which included 12 hotel site inspections as well as various excursions and cultural experiences. The participants returned full of awe and enthusiasm and have expressed their gratitude for the warm welcome and hospitality they experienced wherever they went.

The trip was accompanied by Giovanna Muratori, Leisure Sales Manager at United Vacations and Sarah Mowbray on behalf of Hawaii Tourism.

## Makana on tour in Germany

HTE is currently preparing the tour of Makana through clubs in the German cities Berlin, Munich, Cologne and Hamburg beginning of December.

VIP journalists will be invited to the events, HTE in cooperation with tour operator FTI will distribute

information on the destination Hawaii. The Makana club tour is starting point of an extensive Worldsound – Hawaii Tourism Europe – FTI Hawaii promotion, within that FTI launches a Hawaii stand-alone brochure (circulation 100,000) with a Hawaiian music CD compilation.



## Register for ITB Berlin (March 11 – 15, 2005)

The deadline for ITB coexhibitor registration is approaching. In 2004, ITB counted more than 140.000 visitors. Almost 7.000 journalists from 84 countries were present. The USA Pavilion with 450 exhibitors is one of the largest halls and major attraction. Take the chance to present your product to the European and international trade and media partners – co-exhibit at Hawaii Tourism Europe's booth. Please contact Silvia Bisle, s.bisle@mangum.de for further information.

## Consumer Shows Galore!

Hawaii Tourism Europe participated in 3 consumer shows in October; **The National Wedding Shows** at London and Birmingham attracted over 60,000 consumers, hungry for new and exciting destinations for weddings and honeymoons. Valued at over £3 billion, the UK wedding market is highly lucrative with the average cost of a wedding now put at an enormous £15,764 (nearly half the average annual salary!). Hawaii Tourism exhibited in cooperation with Page & Moy who declared the shows a success after achieving a high enquiry level at the show as well as follow-on calls and visits to their web site.

**Tour America Travel Fair** in Dublin, organised by Tour America, was attended by 10,794 people, resulting in 1526 bookings for the period of 10-16th October with an estimated value of EUR 1,144,000.

## Marketing & PR Calendar

**Hawaii & United Airlines mailing to end consumers (end of November)**

**50 First Dates travel agent mailing to Karstadt Reisebüros (end of November)**

**Launch of FTI Hawaii stand-alone brochure (November 25)**

**Sales Blitz to Barcelona, Spain (November 29)**

**EIBTM incentive show Barcelona (November 30 – December 2)**

**Makana on tour in Germany (10-15 December)**

**Visit USA Committee Meeting, London (14 December)**

**Bon Voyage Destination Training, UK (15 December)**

**£6m US Tourism Promotion UK Campaign – WATCH THIS SPACE!**